

REMARKS

Claim Rejections

Claims 1-8 are rejected under 35 U.S.C. § 112, second paragraph. Claims 1-8 are rejected under 35 U.S.C. § 101 because the claimed invention is directed to non-statutory subject matter. Claims 1-8 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Henson (US 6,167,383).

Drawings

It is noted that no Patent Drawing Review (Form PTO-948) was received with the outstanding Office Action. Thus, Applicant must assume that the drawings are acceptable as filed.

New Claims

By this Amendment, Applicant has canceled claims 1-8 and has added new claims 9-17 to this application. It is believed that the new claims specifically set forth each element of Applicant's invention in full compliance with 35 U.S.C. § 112, and define subject matter that is patentably distinguishable over the cited prior art.

The new claims are directed toward a method which is believed to be in full compliance with 35 U.S.C. § 101.

The new claims are directed toward a method of placing an order for a product, which comprises the steps of: a) performing a logon procedure connecting a purchaser to a website through an Internet; b) performing an order placement procedure for a purchase order including the steps of: i) opening a web page of the website and selecting a desired purchase item; ii) opening a list of ingredients including an ingredient price for each of the list of ingredients for the desired purchase item; iii) selecting desired ingredients from the list of ingredients and specifying an ingredient percentage for each of the desired ingredients, the desired

ingredients and the ingredient percentage is selected by the purchaser, a summation of the ingredient percentage for all of the desired ingredients must equal 100 percent; iv) calculating a desired purchase item price for the desired purchase item for confirmation by the purchaser, the desired purchase item price is based on the ingredient price and the ingredient percentage of each of the desired ingredients and is calculated by the web page; and v) the purchaser confirming the desired purchase item price; c) performing a package confirmation procedure including the steps of: i) opening a packaging web page listing a plurality of packaging styles, a plurality of packaging patterns, and associated prices; ii) selecting a desired packaging configuration from the plurality of packaging styles and the plurality of packaging patterns, the desired packaging configuration is selected by the purchaser; iii) calculating a desired packaging price for the desired packaging configuration for confirmation by the purchaser, the desired packaging price is based on the associated prices for each of the plurality of packaging styles and the plurality of packaging patterns of the desired packaging configuration selected by the purchaser and is calculated by the web page; and iv) the purchaser confirming the desired packaging price; and d) performing a billing procedure including the purchaser confirming a purchase quantity and a payment method, and ending the purchase order.

Other embodiments of the present invention include: in the performing step d), the billing procedure includes a basic information establishment procedure requiring the purchaser to provide predetermined personal information for a first time purchase; in the performing step a), the logon procedure requiring a password to logon; in the performing step b), the order placement procedure returns to a previous screen when the desired purchase item price is not confirmed by the purchaser; in the performing step b), the order placement procedure includes a web page suggesting at least one combination of suggested ingredients selected from the list of ingredients and a suggested percentage for each of the suggested

ingredients; in the performing step c), the package confirmation procedure includes at least a first web page for the plurality of packaging styles and at least a second web page for the plurality of packaging patterns; in the performing step c), the associated prices of the package confirmation procedure include a price for each of the plurality of packaging styles and the plurality of packaging patterns; in the performing step c), the package confirmation procedure returns to a previous screen when the desired packaging price is not confirmed by the purchaser; and in the performing step d), the billing procedure further comprising the purchaser confirming total price, delivery date, and transportation method.

Every product has its own specific compositions. For example, a piece of chocolate may consist of 90% cocoa and 10% milk; or the steel may contain 85% iron, 10% carbon, 3% manganese, and 2% cobalt. Different compositions result in different properties for the product or a different flavor for food. In the present invention, to allow a purchaser to customize a product being ordered, such as adjusting ingredients and quantities of the ingredients to reflect personal preferences regarding flavor, the online ordering method offers the purchaser an opportunity to select materials and the percentage for each of the materials, which will be produced accordingly by the manufacturer.

The cited reference to Henson teaches a website providing computer components and prices for the clients to pick; an online shopping cart temporarily storing the items been picked; a webpage including a checkout and payment method; a dynamic database showing related information of products available to clients; and a warning system occurred during orders beyond default limitations.

If the chocolate example discussed above was applied to Henson, the purchaser could pick cocoa from Brazil or Africa, and milk from Australia or England. The unit price of the material and the fixed composition input will be used to generate a total price of the chocolate order.

However, in the present invention, the purchaser selects not only the source of the cocoa (e.g., Brazil and Africa), and the milk (e.g. Australia or England), but selects the percentages of the components. For example, a purchaser preferring pure chocolate may select a recipe containing 95% chocolate and 5% milk, rather than a recipe containing 90% chocolate and 10% milk. In Henson, the composition of each component is fixed and could not be modified without affecting the design of the component.

Henson does not teach selecting desired ingredients from the list of ingredients and specifying an ingredient percentage for each of the desired ingredients; the desired ingredients and the ingredient percentage is selected by the purchaser, a summation of the ingredient percentage for all of the desired ingredients must equal 100 percent; calculating a desired purchase item price for the desired purchase item for confirmation by the purchaser, the desired purchase item price is based on the ingredient price and the ingredient percentage of each of the desired ingredients and is calculated by the web page; opening a packaging web page listing a plurality of packaging styles, a plurality of packaging patterns, and associated prices; in the performing step b), the order placement procedure includes a web page suggesting at least one combination of suggested ingredients selected from the list of ingredients and a suggested percentage for each of the suggested ingredients; wherein, in the performing step b), the order placement procedure returns to a previous screen when the desired purchase item price is not confirmed by the purchaser; in the performing step c), the package confirmation procedure includes at least a first web page for the plurality of packaging styles and at least a second web page for the plurality of packaging patterns; in the performing step c), the associated prices of the package confirmation procedure include a price for each of the plurality of packaging styles and the plurality of packaging patterns; nor does Henson teach in the performing step c), the package confirmation procedure

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returns to a previous screen when the desired packaging price is not confirmed by the purchaser.

It is further submitted that Henson does not disclose, or suggest any modification of the specifically disclosed structures that would lead one having ordinary skill in the art to arrive at Applicant's claimed structure. Thus, it is not believed that Henson renders obvious any of Applicant's new claims under 35 U.S.C. § 103.

Declaration

Attached is a Substitute Declaration correcting the spelling of Applicant's name.

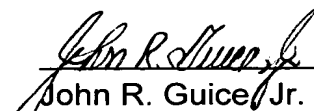
Summary

In view of the foregoing amendments and remarks, Applicant submits that this application is now in condition for allowance and such action is respectfully requested. Should any points remain in issue, which the Examiner feels could best be resolved by either a personal or a telephone interview, it is urged that Applicant's local attorney be contacted at the exchange listed below.

Respectfully submitted,

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By:


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